

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of : Steve Riedl *et al*  
Serial No. : 10/662,776  
Filed : September 15, 2003  
For : SYSTEM AND METHOD FOR ADVERTISEMENT DELIVERY  
WITHIN A VIDEO TIME SHIFTING  
Group Art Unit : 4127  
Examiner : Adam B. Chornesky

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PRELIMINARY AMENDMENT**

In response to the Final Office Action dated December 28, 2009, please reconsider the above identified application in light of the following Preliminary Amendment with a Request for Continued Examination, wherein:

**Amendments to the Claims** are noted in the marked-up version of the claims beginning on page 2 of this paper; and

**Remarks** begin on page 22 of this paper.